



# *Intercollegiate Broadcasting System, Inc.*

*Bethlehem, Pennsylvania 18015*

THOMAS B. MCCLOUD, JR.  
VICE PRESIDENT - SYSTEM OPERATIONS

215 - 867-0121

September 24, 1966

Mr. Louis F. Strong  
Assistant Station Manager  
Radio Station WSUA  
750 State Street  
Albany, New York 12203

Dear Mr. Strong:

We received your letter of September 21 this morning and were very interested in the program you are producing. I think you are developing something that would really be useful to a number of other stations.

Bob Jakielski, our Director of Member Services, suggests that you produce the series in its entirety this year, adhering to length and production standards that would make it most easily airable on other stations, start contacting potentially interested stations near the end of the production of the series, and making it available to the other stations the next semester. I doubt that there is anything terribly urgent and current in the material of the series, and by following a program like this you will avoid having production problems simultaneously with those of duplication and mailing.

I am forwarding your letter to Mr. Rod Collins of our Programming Department. I am sure that he will be able to furnish you more factual suggestions and give you assistance with the project based on his experience in this area.

Lastly, I would suggest that you communicate details of your program to Mr. George Eustis, IBS President, so that he will be aware of your intentions and growing interest in this work. Please be sure to keep us posted on your progress with the series.

Sincerely,

*Tom McCloud*  
Tom McCloud

TMCC:nla